



Position: Junior Graphic Designer and Social Media Content Creator

Department: Marketing and Executive Operations

Reports to: Marketing and Executive Operations Manager

Employment Type: Full-Time

Level: Junior Officer

Position Summary

The Junior Graphic Designer and Social Media Content Creator supports the Marketing and Executive Operations Manager in producing creative visual materials that promote the school, its programmes, events, achievements and community.

The role includes graphic design, photography, short-form video production, social-media content preparation and the day-to-day monitoring of the school's digital platforms. The postholder must ensure that all content is professional, accurate, consistent with the school's brand and compliant with safeguarding, privacy and PDPA requirements.

Key Responsibilities

1. Graphic Design and Marketing Materials

- Design posters, flyers, brochures, banners, invitations, signs and other promotional materials.
- Create digital graphics for the school's website, social-media platforms, newsletters and internal communications.
- Support the preparation of presentations, event materials and promotional campaigns.
- Adapt designs into the correct sizes and formats for print, social media, digital screens and other communication channels.
- Follow the school's brand guidelines, including the correct use of logos, colours, fonts and visual styles.
- Check all materials carefully for spelling, accuracy, image quality and consistency before publication.
- Make amendments to designs following feedback from the Marketing and Executive Operations Manager.
- Liaise with printers and suppliers when assigned.
- Prepare print-ready and digital files in the correct formats and resolutions.



2. Photography

- Take high-quality photographs of school events, classroom activities, student achievements and community activities.
- Plan suitable photography coverage with the Marketing and Executive Operations Manager.
- Select, edit and prepare photographs for marketing and communication purposes.
- Ensure that photographs are appropriate, positive and representative of the school.
- Follow safeguarding, consent, privacy and PDPA requirements when photographing students, staff and visitors.
- Avoid taking or publishing images of individuals who do not have appropriate media consent.
- Maintain professional conduct while working in classrooms and during school activities.
- Organise photographs so that they can be located and reused efficiently.

3. Video and Short-Reel Production

- Film and edit short reels, interviews, highlights and promotional videos.
- Create engaging video content suitable for Facebook, Instagram, TikTok, YouTube and other approved platforms.
- Add appropriate text, captions, music, logos and branding to video materials.
- Produce content in the correct dimensions and formats for each platform.
- Support the development of simple storyboards, filming plans and content concepts.
- Ensure that audio, lighting and image quality are suitable for publication.
- Obtain approval before publishing videos or reels.
- Ensure that all music, images and creative materials are appropriately licensed or authorised for use.
- Maintain professional standards relating to safeguarding, privacy and student consent.

4. Social Media Content Support

- Support the Marketing and Executive Operations Manager in planning and preparing social-media content.
- Create visual materials and captions for school announcements, activities, events and achievements.
- Assist with maintaining the school's social-media content calendar.
- Prepare and schedule approved posts across the school's authorised social-media platforms.
- Ensure that posts are published accurately and at the agreed date and time.
- Update content when information, dates, times or arrangements change.
- Support live or same-day coverage of important school events when required.
- Maintain a consistent tone, style and visual identity across all platforms.
- Ensure that content supports the school's marketing, admissions and community-engagement objectives.



5. Social Media and Media-Platform Monitoring

- Monitor the school's official social-media accounts and other relevant media platforms.
- Monitor comments, direct messages, mentions, tags, reviews and public engagement relating to the school.
- Identify questions, complaints, inappropriate content or potential reputational concerns.
- Report sensitive, negative or urgent matters promptly to the Marketing and Executive Operations Manager.
- Avoid responding to complaints, safeguarding matters or sensitive enquiries without authorisation.
- Assist with preparing appropriate responses when instructed.
- Monitor public posts and media coverage relating to the school.
- Keep relevant records or screenshots of significant comments, messages or media mentions when required.
- Help ensure that the information displayed across the school's platforms remains accurate and current.

6. Social Media Reporting and Analytics

- Collect basic performance data from the school's social-media platforms.
- Monitor reach, views, engagement, followers and other relevant indicators.
- Identify posts, reels and campaigns that generate strong engagement.
- Prepare simple weekly or monthly performance summaries when requested.
- Support the Marketing and Executive Operations Manager in evaluating campaign effectiveness.
- Suggest content ideas based on platform performance and audience engagement.
- Monitor current social-media trends that may be relevant and appropriate for the school.
- Avoid using trends that conflict with the school's values, safeguarding requirements or professional image.

7. School Events and Activities

- Support the marketing and communication requirements of school events.
- Take photographs and videos during assemblies, performances, competitions, open days and community activities.
- Assist with preparing backdrops, signs, programmes, presentation slides and other visual materials.
- Coordinate with teachers and event organisers to confirm schedules and required content.
- Ensure that important moments and student achievements are recorded appropriately.
- Support activities held outside normal working hours, including evenings and weekends, when scheduled in advance.
- Assist with post-event content, photo selection and publication.



8. Digital Asset and File Management

- Organise and maintain the school's digital library of photographs, videos, logos, templates and design files.
- Apply clear file names, dates, categories and folder structures.
- Maintain editable design files so that materials can be updated when necessary.
- Ensure important files are stored securely and backed up appropriately.
- Remove duplicate, unsuitable or outdated files when authorised.
- Maintain confidentiality and protect access to sensitive images and information.
- Share files only through approved school systems and with authorised individuals.
- Assist with maintaining standard templates for regular school communications.

9. Brand Quality and Content Accuracy

- Ensure that all marketing materials reflect the school's professional image and values.
- Maintain consistency in the use of school branding across print and digital materials.
- Verify names, dates, times, locations and other important information before publication.
- Seek approval from the Marketing and Executive Operations Manager before releasing materials.
- Correct errors promptly when identified.
- Avoid publishing confidential, misleading or unapproved information.
- Support the development and improvement of school marketing templates and visual standards.

10. Communication and Collaboration

- Work closely with the Marketing and Executive Operations Manager to prioritise tasks and deadlines.
- Communicate professionally with teachers, students, parents, suppliers and external partners.
- Coordinate with school departments to collect accurate information, photographs and event details.
- Respond positively to feedback and make design amendments promptly.
- Attend relevant marketing, event-planning and coordination meetings.
- Manage multiple tasks while maintaining quality and meeting deadlines.
- Provide regular updates on the status of assigned projects.
- Carry out other reasonable duties assigned by the Marketing and Executive Operations Manager or Senior Leadership Team.



Qualifications and Experience

- Diploma or bachelor's degree in Graphic Design, Digital Media, Communication Arts, Marketing or a related field, or equivalent practical experience.
- Basic knowledge of graphic design, photography and video editing.
- Ability to use Canva and relevant Adobe Creative Cloud programmes or similar design software.
- Familiarity with major social-media platforms, including Facebook, Instagram, TikTok and YouTube.
- Ability to create digital and print materials in appropriate formats and sizes.
- Good organisational and time-management skills.
- Strong attention to detail.
- Ability to work collaboratively and respond positively to feedback.
- A portfolio demonstrating graphic design, photography, video or social-media work.
- Understanding of professional conduct, privacy and confidentiality.

Desirable

- Previous experience in graphic design, content creation, photography or social-media support.
- Experience working in a school, education or child-focused environment.
- Experience creating short reels and promotional videos.
- Familiarity with social-media scheduling and analytics tools.
- Basic knowledge of digital marketing and content planning.
- Ability to communicate effectively in English is an advantage.
- Experience producing bilingual Thai and English materials is desirable.
- Skills and Competencies
- Creative thinking and visual-design ability.
- Photography and basic videography skills.
- Short-form video editing and reel creation.
- Knowledge of social-media content and platform requirements.
- Strong attention to accuracy and detail.
- Ability to manage multiple deadlines.
- Good communication and teamwork skills.
- Willingness to learn and develop new technical skills.
- Professional, responsible and respectful manner.
- Awareness of safeguarding, media consent, privacy and PDPA requirements.
- Flexibility to support school events outside normal working hours when required.



Key Performance Indicators

Performance may be assessed against:

- Quality and accuracy of graphic-design materials.
- Timely completion of assigned marketing tasks.
- Consistent use of the school's brand guidelines.
- Quality of photographs, videos and short reels.
- Accuracy and timeliness of social-media content.
- Regular monitoring of the school's media platforms.
- Timely escalation of sensitive messages, comments or reputational concerns.
- Growth in appropriate engagement across the school's platforms.
- Accuracy and usefulness of social-media performance reports.
- Organisation and accessibility of digital assets.
- Compliance with safeguarding, privacy, consent and PDPA requirements.
- Effective support for school events and promotional campaigns.
- Safeguarding and Professional Conduct

The Junior Graphic Designer and Social Media Content Creator must demonstrate a strong commitment to safeguarding and promoting the welfare of children and young people.